

WHAT IS CLAIMED IS:

- 1 1. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving a request to purchase the lottery ticket;
4 receiving an indication that the lottery number combination is to be associated with
5 a limited number of occurrences; and
6 determining a price associated with the lottery ticket based on the received
7 indication.
- 1 2. The method of claim 1, wherein the limited number of occurrences comprises a
2 limited number of tickets.
- 1 3. The method of claim 1, wherein the limited number of occurrences comprises a
2 limited number of players.
- 1 4. The method of claim 1, wherein the lottery ticket comprises a ticket for a pari-
2 mutuel lottery game.
- 1 5. The method of claim 1, wherein said receiving the request comprises:
2 receiving the request via at least one of: (i) a Web site, (ii) the Internet, (iii) a player
3 device, (iv) a personal digital assistant, (v) a kiosk, (vi) an electronic mail message, (vii)
4 postal mail, (viii) a telephone, (ix) an interactive voice response unit, (x) an operator
5 terminal, and (xi) a point of sale terminal.
- 1 6. The method of claim 1, wherein said receiving the indication comprises:
2 receiving the indication via at least one of: (i) a Web site, (ii) the Internet, (iii) a
3 player device, (iv) a personal digital assistant, (v) a kiosk, (vi) an electronic mail message,
4 (vii) postal mail, (viii) a telephone, (ix) an interactive voice response unit, (x) an operator,
5 (xi) a point of sale terminal, and (xii) a database.

1 7. The method of claim 1, wherein said determining the price comprises:
2 determining whether the price will be based on a first amount or a second amount.

1 8. The method of claim 1, wherein said determining the price comprises:
2 determining the price based on the limited number of occurrences.

1 9. The method of claim 1, wherein said determining the price comprises:
2 determining the price based on a number of occurrences of lottery tickets that are
3 currently associated with the lottery number combination.

1 10. The method of claim 1, wherein said determining the price comprises:
2 determining the price based on an expected value associated with the lottery ticket.

1 11. The method of claim 1, wherein said determining the price is performed using
2 at least one of: (i) a predetermined formula, (ii) a predetermined rule, (iii) a predetermined
3 table, and (iv) a random outcome.

1 12. The method of claim 1, further comprising:
2 displaying an indication of a number of occurrences currently associated with the
3 lottery number combination.

1 13. The method of claim 1, further comprising:
2 determining the lottery number combination.

1 14. The method of claim 13, wherein said determining the lottery number
2 combination comprises:
3 receiving from a player an indication of the lottery number combination.

1 15. The method of claim 13, wherein said determining the lottery number
2 combination comprises:
3 selecting the lottery number combination from a set of appropriate lottery number
4 combinations based on at least one random outcome.

1 16. The method of claim 13, wherein said determining the lottery number
2 combination comprises:
3 generating at least one potential lottery number combination based on at least one
4 random outcome.

1 17. The method of claim 16, wherein said determining the lottery number
2 combination further comprises:
3 comparing (i) a number of occurrences currently associated with the potential
4 lottery number combination and (ii) the limited number of occurrences to be associated
5 with the lottery number combination.

1 18. The method of claim 13, wherein said lottery number combination includes a
2 first lottery number and a second lottery number, and said determining the lottery number
3 combination comprises:
4 receiving from a player an indication of the first lottery number; and
5 generating the second lottery number based on a random outcome.

1 19. The method of claim 1, further comprising:
2 arranging for a player to purchase the lottery ticket.

1 20. The method of claim 1, further comprising:
2 receiving, from a player, payment of an amount based on the determined price.

1 21. The method of claim 1, further comprising:
2 arranging for the lottery ticket to be provided to a player.

1 22. The method of claim 1, further comprising:
2 arranging for a player to receive payment of a winning amount based on the lottery
3 number combination and a result of a lottery drawing.

1 23. The method of claim 1, further comprising:
2 receiving from a second player a second request to purchase a second lottery ticket,
3 the second lottery ticket also being associated with the lottery number combination;

4 providing to the second player an indication that the second lottery ticket will not be
5 sold to the second player.

1 24. The method of claim 1, further comprising:
2 receiving from a second player a request to generate a random lottery number
3 combination;
4 generating the random lottery number combination based on the lottery number
5 combination.

1 25. The method of claim 24, further comprising:
2 providing an indication of a suggested alternate lottery number combination to the
3 second player.

1 26. The method of claim 1, further comprising:
2 receiving from a second player a request to purchase a second lottery ticket, the
3 second lottery ticket being associated with the lottery number combination;
4 determining a price associated with the second lottery ticket based on the received
5 indication.

1 27. The method of claim 1, wherein the limited number of occurrences is one.

1 28. The method of claim 1, wherein the limited number of occurrences is more
2 than one.

1 29. The method of claim 1, wherein the limited number of occurrences is based on
2 a number of occurrences currently associated with the lottery number combination.

1 30. The method of claim 1, wherein the indication is associated with a plurality of
2 lottery drawings.

1 31. A method of facilitating a pari-mutuel lottery ticket transaction, the pari-mutuel
2 lottery ticket being associated with a lottery number combination, comprising:
3 receiving from a player a request to purchase the pari-mutuel lottery ticket;

4 receiving from the player an indication that the lottery number combination is to be
5 associated with a limited number of pari-mutuel lottery tickets;
6 determining a price associated with the pari-mutuel lottery ticket based on the
7 received indication;
8 determining the lottery number combination;
9 arranging for the player to purchase the pari-mutuel lottery ticket;
10 receiving, from the player, payment of an amount based on the determined price;
11 providing the pari-mutuel lottery ticket to the player;
12 preventing at least one other pari-mutuel lottery ticket from being associated with
13 the lottery number combination; and
14 arranging for the player to receive payment of a winning amount based on the
15 lottery number combination and a result of a lottery drawing.

1 32. A method of playing a lottery, comprising:
2 providing a request to purchase a lottery ticket, the lottery ticket to be associated
3 with a lottery number combination;
4 providing an indication that the lottery number combination is to be associated with
5 a limited number of occurrences; and
6 paying a price associated with the lottery ticket, the price being based on the
7 indication.

1 33. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving a request to purchase the lottery ticket;
4 receiving an indication that the lottery number combination is to be initially
5 associated with only a single lottery ticket;
6 determining the lottery number combination such that the lottery number
7 combination is initially associated with only a single lottery ticket; and
8 determining a price associated with the lottery ticket based on the received
9 indication.

1 34. A method of facilitating lottery ticket transactions, comprising:
2 receiving a request to purchase a lottery ticket, the lottery ticket to be associated
3 with a set of lottery symbols;
4 receiving an indication that the set of lottery symbols is to be associated with a
5 limited number of occurrences; and
6 determining a price associated with the lottery ticket based on the received
7 indication.

1 35. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving a request to purchase the lottery ticket;
4 receiving an indication that the lottery number combination is to be associated with
5 a limited number of occurrences; and
6 determining a modified potential prize amount associated with the lottery ticket
7 based on the received indication.

1 36. A method of facilitating lottery ticket transactions, comprising:
2 receiving a request to purchase a lottery ticket for a pari-mutuel lottery game; and
3 determining a price associated with the lottery ticket based on an expected value of
4 the lottery ticket to a player.

1 37. The method of claim 36, further comprising:
2 receiving an indication that the player is to receive a total winning amount even if
3 both the lottery ticket and another lottery ticket win a lottery drawing.

1 38. The method claim 36, wherein said determining is based on a current winning
2 amount.

1 39. The method of claim 36, further comprising:
2 receiving an indication that the player is to receive a current total winning amount
3 even if the total winning amount is subsequently adjusted.

1 40. The method of claim 36, wherein the price is independent of a cost of the
2 lottery ticket to a lottery game provider.

1 41. The method of claim 36, wherein said determining is based on a current
2 popularity of a lottery number combination.

1 42. The method of claim 36, wherein said determining is based on a past popularity
2 of a lottery number combination.

1 43. The method of claim 36, wherein said determining the price comprises
2 determining a minimum price that subsequent players will be required to provide in
3 exchange for participating in the pari-mutuel lottery game.

1 44. The method of claim 36, wherein said determining the price comprises
2 determining a minimum price that subsequent players will be required to provide in
3 exchange for another lottery ticket having at least that expected value.

1 45. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving a request to purchase the lottery ticket;
4 receiving an indication of a price associated with the lottery ticket; and
5 determining a limited number of occurrences to be associated with the lottery
6 number combination based on the received indication.

1 46. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving a request to purchase the lottery ticket;
4 receiving an indication enabling the lottery number combination to be associated
5 with an unlimited number of occurrences; and
6 determining a price associated with the lottery ticket based on the received
7 indication.

1 47. A method of facilitating lottery ticket transactions, comprising:
2 receiving an indication that a lottery number combination is to not be associated
3 with a set of players; and
4 arranging for the lottery number combination to not be associated with the set of
5 players.

1 48. The method of claim 47, wherein the indication is received from a first player
2 and the set of players comprises all players other than the first player.

1 49. A method of facilitating a lottery ticket transaction, the lottery ticket being
2 associated with a lottery number combination, comprising:
3 receiving an indication that the lottery number combination is to be associated with
4 a limited number of occurrences; and
5 determining a price associated with the lottery ticket based on the received
6 indication.

1 50. A method of facilitating lottery ticket transactions, comprising:
2 receiving from a player a request to purchase a pari-mutuel lottery ticket; and
3 determining for the player a price associated with the pari-mutuel lottery ticket
4 based on an expected cost of the lottery ticket to a lottery provider.

1 51. A method of facilitating a lottery system transaction, the lottery system
2 providing lottery tickets via a first distribution channel and a second distribution channel,
3 comprising:
4 receiving a request to purchase a lottery ticket, the lottery ticket being associated
5 with a lottery number combination; and
6 arranging for the lottery number combination to be associated with a limited
7 number of occurrences with respect to the first distribution channel without arranging for
8 the lottery number combination to be associated with the limited number of occurrences
9 with respect to the second distribution channel.

1 52. A lottery system apparatus, comprising:
2 a processor; and
3 a storage device in communication with said processor and storing instructions
4 adapted to be executed by said processor to:
5 receive a request to purchase a lottery ticket, the lottery ticket to be
6 associated with a lottery number combination;
7 receive an indication that the lottery number combination is to be associated
8 with a limited number of occurrences; and
9 determine a price associated with the lottery ticket based on the received
10 indication.

1 53. The apparatus of claim 52, wherein said storage device further stores at least
2 one of: (i) a purchased number combinations database, and (ii) a potential number
3 combinations database.

1 54. The apparatus of claim 52, further comprising:
2 a communication device coupled to said processor and adapted to communicate
3 with at least one of: (i) a player device, (ii) a lottery device, (iii) a merchant device, and (iv)
4 a controller.

1 55. A medium storing instructions adapted to be executed by a processor to
2 perform a method of facilitating a lottery ticket transaction, the lottery ticket being
3 associated with a lottery number combination, said method comprising:
4 receiving a request to purchase a lottery ticket;
5 receiving an indication that the lottery number combination is to be associated with
6 a limited number of occurrences; and
7 determining a price associated with the lottery ticket based on the received
8 indication.